

## **EEO PUBLIC FILE REPORT**

This Report covers full-time vacancy recruitment data for the period May 23, 2008 to May 22, 2009.

**1) Employment Unit: LIN Television – Grand Rapids**

**2) Unit Members (Stations and Communities of License):** WOOD, Grand Rapids, Kalamazoo, Battle Creek  
WOTV, Grand Rapids, Kalamazoo, Battle Creek  
WXSP, Grand Rapids, Kalamazoo, Battle Creek  
WOBC, Grand Rapids, Kalamazoo, Battle Creek  
WOGC, Grand Rapids, Kalamazoo, Battle Creek  
WOHO, Grand Rapids, Kalamazoo, Battle Creek  
WOKZ, Grand Rapids, Kalamazoo, Battle Creek  
WOLP, Grand Rapids, Kalamazoo, Battle Creek  
WOMS, Grand Rapids, Kalamazoo, Battle Creek

**3) EEO Contact Information for Unit Member:**

Mailing Address:  120 College Ave SE Grand Rapids, MI 49503	Telephone Number: (616)771-9607
	Contact Person: Julie Pierce
	E-mail Address: Julie.pierce@woodtv.com

**4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit.**

<b>Job Title</b>	<b>Recruitment Source Referring Hiree</b>
1. <u>Account Executive</u>	<u>Employee Referral</u>
2. <u>National Sales Assistant</u>	<u>mlive.com</u>
3. <u>Web Writer/Editor</u>	<u>Journalism Jobs</u>
4. <u>Internet Account Executive</u>	<u>woodtv.com</u>
5. <u>Internet Account Executive</u>	<u>woodtv.com</u>
6. <u>Reporter</u>	<u>Grand Rapids Press</u>
7. <u>Internet Sales Manager</u>	<u>Referral</u>
8. <u>Meteorologist</u>	<u>web</u>
9. <u>Producer</u>	<u>Grand Rapids Press</u>
10. <u>Technical Director</u>	<u>woodtv.com</u>
11. <u>Web Sales Content Producer</u>	<u>Personal Referral</u>

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## 5) Recruitment Source List

Name of Organization Notified of Job Vacancy:	Contact Person	Address and Phone Number:	# of Interviewees Referred by This Source	Did Source Request Notification? (Yes or No)	Full Time Positions for Which This Source Was Utilized
Asian American Journalists Association	Albert Lee	Job Placement Office 1182 Market Street Suite 320 San Francisco, CA 94102 415.346.2051		No	8
Broadcast Compliance Service (This company widely disseminates job openings to over 200 potential regional or national sources.)	Chip Weinman	106 Old Court Road Suite 300 Baltimore, MD 21208 866.227.4336		No	1, 4, 5, 6, 7, 8, 9, 10, 11
Broadcast & Cinematic Arts Central Michigan University	Dr. Peter Orlik	340 Moore Hall Central Michigan University Mt. Pleasant, MI 48859 Mcdon1jk@cmich.edu		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11,
Collective Talent	Michael Bille	1721 Richardson Place Tampa, FL 33606 813.854.9695 info@michaelsmedia.com		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11
Come As You Are Church	Pastor Steve Bensinger	2815 Gull Road Kalamazoo, MI 49048 269.998.7738 pastorfreak@chartermi.net		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11
Deliverance Outreach Ministry	Career Services	1142 Broadway NW Grand Rapids, MI 49504		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11
Employee Referral	NA		11	No	
Ferris State University	Barbara Renne	barbararenne@ferris.edu		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11
Grand Rapids First Church	Georgia Johnson	busybees@sbcglobal.net		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11
Grand Rapids Press	Adrianne Wolf	155 Michigan NW Grand Rapids, MI 49503 616.222.5689	10	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11
Great Lakes Broadcasting Conference Job Fair	NA		1	No	
Holland Sentinel	Earlene Klein	Classifieds 54 West 8 <sup>th</sup> Street Holland, MI 49426 800.546.4204		No	2, 3, 4, 5, 6, 7, 8, 9, 11
Hope College	Sara DeVries	devriess@hope.edu		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11
Internal Posting	NA		4	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11
Journalism Jobs	Careers	ads@journalismjobs.com	5	No	1, 3
Kalamazoo Gazette	Bev Kison	401 S. Burdick Kalamazoo, MI 49007 616.388.8404		No	1, 6, 10
LIN Television Corp.	Lisa Sousa	One Richmond Square Suite 230E Providence, RI 02906 404.454.2880		No	1, 2, 3, 4, 5, 7, 8, 10, 11

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LIN Television Website	Lisa Sousa	One Richmond Square Suite 230E Providence, RI 02906 404.454.2880		No	1, 2, 3, 4, 5, 7, 8, 10, 11
Lost Remote	Cory Bergman	jobs@lostremote.com		No	11
Mlive	Careers	339 E Liberty Street Suite 210 Ann Arbor, MI 48104 734.997.7090	13	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11
Medialine	Careers	PO Box 51909 Pacific Grove, CA 93950 800.237.8073 medialine@medialine.com		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11
Michaels Media	Careers	info@michaelsmedia.com		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11
Michigan Association of Broadcasters	Careers	819 N. Washington Lansing, MI 48906 800.968.7622	3	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11
Michigan State University	Paul Jaques	jaques@csp.msu.edu		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11
NAHJ	Careers	1000 National Press Building 529 14th Street Washington DC 20045 202.662.7145		No	8
NASBA	Careers	Careerpage.org	1	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11
National Association of Broadcasters	Karen Hunter	1771 N Street NW Washington DC 20036 202.429.5300		No	1, 6, 7, 8, 9, 10, 11
National Academy of TV Arts and Sciences/MI	Michelle DeSouza	MI Chapter NTA P O Box 251937 W. Bloomfield, MI 48035 248.592.0086		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11
New Life Christian Center of Muskegon	Pastor Joe Lane	1624 Hoyt Street Muskegon, MI 49442 231.726.3019 lanejoel@yahoo.com		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11
Non-Employee Referral	NA		6	No	
Restorers Inc.	Georgia Johnson	1413 Madison SE Grand Rapids, MI 49507		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11
RTNDA	Careers	1000 Connecticut NW Washington DC 20036 202.659.6510		No	3, 6,
Specs Howard School of Broadcast Arts	Kevin Seguin- Collin	19900 West Nine Mile Rd Southfield, MI 48075 248.359.9000		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11
TV and Radio Jobs	Michael Madden	27034 Helmond Dr. Calabasas, CA 91301 818.879.0858		No	20, 21
TVJobs	Mark Holloway	P O Box 4116 Oceanside, CA 92502 877.988.9808	6	No	2, 3, 8, 9, 11
TV News Gigs	Stacey Chaloux	318 SE Jackson Street Lee's Summit, MI 64063 816.267.0316 info@tvnewsgis.com		Yes	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11
TV Spy	Ed Shen	Vault.com, Inc. 150 West 22 <sup>nd</sup> Street, 5 <sup>th</sup> Floor New York, NY 10011		No	8
WOOD TV On-Line	Dave DeJonge	120 College Ave SE Grand Rapids, MI 49503 616.456.8888	13	No	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11

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Yahoo Jobs	Careers	<a href="http://www.yahoojobs.com">www.yahoojobs.com</a>		No	2, 3, 4, 5, 6, 7, 8, 9, 11
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**6) Total # of Interviewees Referred:** For the period from May 23, 2008 to May 22, 2009 this Employment Unit interviewed 72 people for full-time job vacancies.

**7) Supplemental Recruitment Initiatives.**

**(a) Initiative: Job Fair Co-sponsorship**

On April 23, 2009, LIN Television Corporation co-sponsored the National Association of Broadcasters Education Foundation (NABEF), Broadcast Education Association (BEA) and the Radio Television News Directors Association (RTNDA) Career Day at the 2009 NAB Show in Las Vegas, NV. One of the goals of the Career Fair is to promote diversity and increase the pool of qualified applicants in the broadcast industry. The Career Fair attracted over 1,100 attendees, from entry level to executive level prospects. Jean Benz, Senior Regulatory Counsel, represented LIN Television Corporation. Ms. Benz has substantial responsibility in the making of hiring decisions. Ms. Benz collected resumes and discussed job opportunities available at the 27 television stations LIN Television Corporation operates, including vacancies for this Employment Unit.

**(b) Initiative: Establishment of an internship program**

We have established an internship program to assist students in the community to acquire skills needed for broadcast employment. This filing period, June 2008 through May 2009, we had 16 interns receiving course credit from 7 colleges or universities. The interns worked in various departments within the station, including, News, Sales, Community Affairs, Internet, Weather, Production and Marketing.

Schools represented were: Grand Valley State University, Cornerstone University, Calvin College, Aquinas College, Hope College, Davenport University and Kendall College.

**(c) Initiative: Establishment of training programs**

We offer higher education to employees in their chosen field by attending classes at Aquinas College. Between June 2008 and May 2009 we had seven employees take advantage of this educational opportunity enabling them to acquire skills that could qualify them for higher level positions.

**(d) Initiative: Participated in four events sponsored by organizations representing groups in the community interested in broadcasting**

As a station we participated in career days, mentoring workshops, career fairs and journalism workshops in our community. Some examples follow:

On April 22, 2009, we participated in the Junior Achievement Job Shadow Program. This program allowed us to host approximately 21 students from Forest Hills Eastern High School for a ½ day of job shadowing. The students, juniors and seniors, were from a broadcasting class and were actively considering careers in television broadcasting. Julie Pierce, Executive Assistant, coordinated the event allowing students to shadow seven station departments.

On November 8, 2008, Tim Steele, 24 Hour News 8 Managing Web Editor, participated in a panel discussion for the Michigan Association of Broadcasters regarding new forms of media. The participants were college students getting ready to enter the journalism field. The panel spoke

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specifically on the various types of jobs that are now available in broadcasting.

On November 6, 2008, Maranda, WOTV Talent, spoke at the Ottawa County Girls Dream Fair. Maranda shared her career path including education, job experiences and best advice for getting into the broadcasting business.

Matt Kirkwood, Meteorologist, spoke to members of the Saranac Lion's Club on February 16, 2009. Matt spoke regarding careers in broadcasting.

Our station participated in the Michigan Association of Broadcaster's Broadcasting Career Fair at this year's GLBC on March 11, 2009 at DeVos Place. Participants included Eva Aguirre Cooper, Community Affairs Director, Dave DeJonge, Internet Director and Kevin Ferrara, Director of Operations, all of which have substantial responsibility in hiring decisions. This event is geared toward college students looking for entry level positions and specifically interested in broadcasting.

**(e) Initiative: Participation in four events or programs sponsored by educational institutions.**

On August 26, 2008, Leon Hendrix, 24 Hour News 8 Reporter, spoke at Lee High School for their "Freshman Focus". Leon spoke regarding the importance of education and entry level broadcasting careers.

On September 17, 2008, Maranda, WOTV Talent, was a guest speaker for the Rockford Public Schools Journalism class. She shared her personal career path and discussed required skills needed for careers in broadcasting. She also spoke about broadcasting trends and provided best advice for those pursuing a broadcasting career.

Emily Zangaro, 24 Hour News 8 Reporter, presented at the Barry County Intermediate School District Career Day at Kellogg Community College in Hastings on May 15, 2009. She addressed careers in broadcasting to local students.

WOTV's, Maranda, was a guest speaker on January 23, 2009 at the East Coopersville Elementary School. She shared the importance of education and skills needed to work in broadcasting.

Maranda, WOTV Talent, participated in a panel discussion on May 14, 2009 for the Rockford Public Schools Journalism class. The panel addressed the current trends for broadcasting careers and gave guidance for pursuing those careers.